<u>Listing of Claims:</u>

1.   (Currently Amended) A system for dynamically constructing a non-interactive personalized ~~message~~ <u>advertisement</u> to be viewed by an intended audience, comprising:

        ~~a message~~ <u>an advertisement</u> campaign, including:

           ~~a message~~ <u>an advertisement</u> template, defining a framework for constructing said personalized ~~message~~ <u>advertisement</u>, said ~~message~~ <u>advertisement</u> template comprising a plurality of media segment slots constituting said personalized ~~message~~ <u>advertisement</u>, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;

           a plurality of media segments including video segments and audio segments, each video segment selectable for insertion into at least one of said video segment slots of said ~~message~~ <u>advertisement</u> template, wherein several of said video segments are selectable for a same one of said video segment slots of said ~~message~~ <u>advertisement</u> template, and wherein each audio segment is selectable for insertion into at least one of said audio segment slots of said ~~message~~ <u>advertisement</u> template;

        a plurality of expert rules; and

        ~~a message~~ <u>an advertisement</u> assembly component, responsive to user profile data of said intended audience, and configured to apply said plurality of expert rules to said user profile data in order to ~~select~~ <u>get</u> appropriate media segments for each of said media segment slots of said ~~message~~ <u>advertisement</u> template <u>from a database and incorporate said appropriate media segments into said advertisement template</u>, in order to assemble said personalized ~~message~~ <u>advertisement</u> for said intended audience, said assembly performed without interaction by said intended audience.

2.   (Cancelled)

3.   (Currently Amended) The system of claim 1 wherein said ~~message~~ <u>advertisement</u> assembly component also uses environmental or temporal information in order to select appropriate media segments for assembling said personalized ~~message~~ <u>advertisement</u>.

4.   (Original) The system of claim 1 wherein said media segments are selected from the group including audio, video, background, animation, synthesized graphics and voice.

5.   (Currently Amended) The system of claim 1 wherein several of said media segments which correspond to a same one of said media segment slots of said ~~message~~ advertisement template are of different lengths, and said ~~message~~ advertisement template appropriately adjusts said personalized ~~message~~ advertisement based on a length of a selected one of said media segments.

6.   (Currently Amended) The system of claim 1 wherein said personalized ~~message~~ advertisement is assembled immediately before presentation to said intended audience.

7.   (Original) The system of claim 1 wherein said user profile data of said intended audience is obtained from a plurality of user information data sources.

8.   (Currently Amended) The system of claim 7 wherein said ~~message~~ advertisement campaign includes a target entity profile, said target entity profile providing an indication of appropriate media segments for selected user profile data.

9.   (Original) The system of claim 8 wherein said target entity profile provides an indication for selecting said intended audience from said user information data sources.

10.   (Currently Amended) A method for dynamically constructing a non-interactive personalized ~~message~~ advertisement for viewing by an intended audience; said method comprising:

        obtaining user profile data for said intended audience;

        selecting ~~a message~~ an advertisement template, said ~~message~~ advertisement template defining a framework for constructing said personalized ~~message~~ advertisement, and including a plurality of media segment slots constituting said personalized ~~message~~ advertisement, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;

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applying a plurality of expert rules to said user profile data and said ~~message~~ advertisement template, in order to ~~select~~ get, from a plurality of media segments including video segments and audio segments in a database, appropriate media segments for insertion into said plurality of media segment slots in said ~~message~~ advertisement template, wherein several of said video segments are selectable for a same one of said video segment slots of said ~~message~~ advertisement template;

assembling said personalized ~~message~~ advertisement using said ~~message~~ advertisement template and said selected media segments, without any interaction by said intended audience; and

providing said assembled personalized ~~message~~ advertisement in a format for delivery to said intended audience for viewing.

11.   (Currently Amended) The method of claim 10 wherein said ~~message~~ advertisement template and plurality of message segments are created as part of ~~a message~~ an advertisement campaign.

12.   (Currently Amended) The method of claim 10 wherein said steps of assembling said personalized ~~message~~ advertisement and providing said assembled personalized ~~message~~ advertisement is performed immediately before delivery to said intended audience.

13.   (Currently Amended) A method for dynamically constructing a non-interactive personalized ~~message~~ advertisement for viewing by an intended audience; said method comprising:

obtaining user profile data for said intended audience;

creating a plurality of media segments, including video segments and audio segments;

creating ~~a message~~ an advertisement template, said ~~message~~ advertisement template defining a framework for constructing said personalized ~~message~~ advertisement, and including a plurality of media segment slots constituting said personalized ~~message~~ advertisement, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;

applying a plurality of expert rules to said user profile data and said ~~message~~ advertisement template, in order to select, from a plurality of media segments including video segments and audio segments <u>in a database</u>, appropriate media segments for insertion into said plurality of media segment slots in said ~~message~~ advertisement template, wherein several video segments are selectable for a same one of said video segment slots of said ~~message~~ advertisement template;

assembling said personalized ~~message~~ advertisement using said ~~message~~ advertisement template and said selected media segments, without any interaction by said intended audience; and

providing said assembled personalized ~~message~~ advertisement in a format for delivery to said intended audience for viewing.